

Privacy Act Statement. The filing of this document is required by the Foreign Agents Registration Act of 1938, as amended, 22 U.S.C. § 611 *et seq.*, for the purposes of registration under the Act and public disclosure. Provision of the information requested is mandatory, and failure to provide this information is subject to the penalty and enforcement provisions established in Section 8 of the Act. Every registration statement, short form registration statement, supplemental statement, exhibit, amendment, copy of informational materials or other document or information filed with the Attorney General under this Act is a public record open to public examination, inspection and copying during the posted business hours of the Registration Unit in Washington, DC. Statements are also available online at the Registration Unit's webpage: <http://www.fara.gov/>. One copy of every such document, other than informational materials, is automatically provided to the Secretary of State pursuant to Section 6(b) of the Act, and copies of any and all documents are routinely made available to other agencies, departments and Congress pursuant to Section 6(c) of the Act. The Attorney General also transmits a semi-annual report to Congress on the Administration of the Act which lists the names of all agents registered under the Act and the foreign principals they represent. This report is available to the public in print and online at: <http://www.fara.gov/>.

Public Reporting Burden. Public reporting burden for this collection of information is estimated to average .49 hours per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden to Chief, Registration Unit, Counterespionage Section, National Security Division, U.S. Department of Justice, Washington, DC 20530; and to the Office of Information and Regulatory Affairs, Office of Management and Budget, Washington, DC 20503.

*Furnish this exhibit for EACH foreign principal listed in an initial statement  
and for EACH additional foreign principal acquired subsequently.*

1. Name and address of registrant DANIEL J. EDELMAN	2. Registration No. 3634
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3. Name of foreign principal GOVERNMENT OF TURKEY	4. Principal address of foreign principal Ministry of Foreign Affairs Republic of Turkey Balgat / Ankara / Turkey 06100
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5. Indicate whether your foreign principal is one of the following:

- ☒ Foreign government
- ☐ Foreign political party
- ☐ Foreign or domestic organization: If either, check one of the following:
- |                                      |   |
|--------------------------------------|---|
| <input type="checkbox"/> Partnership | <input type="checkbox"/> Committee              |
| <input type="checkbox"/> Corporation | <input type="checkbox"/> Voluntary group        |
| <input type="checkbox"/> Association | <input type="checkbox"/> Other (specify): _____ |
- ☐ Individual-State nationality \_\_\_\_\_

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6. If the foreign principal is a foreign government, state:

- a) Branch or agency represented by the registrant  
MINISTRY OF FOREIGN AFFAIRS
- b) Name and title of official with whom registrant deals  
ERSIN ERCIN, Deputy Director General of the Americas

7. If the foreign principal is a foreign political party, state:

- a) Principal address  
NOT APPLICABLE
- b) Name and title of official with whom registrant deals  
NOT APPLICABLE
- c) Principal aim  
NOT APPLICABLE

8. If the foreign principal is not a foreign government or a foreign political party,

a) State the nature of the business or activity of this foreign principal.

GOVERNMENT OF TURKEY

b) Is this foreign principal

Supervised by a foreign government, foreign political party, or other foreign principal

Yes ☐ No ☒

Owned by a foreign government, foreign political party, or other foreign principal

Yes ☐ No ☒

Directed by a foreign government, foreign political party, or other foreign principal

Yes ☐ No ☒

Controlled by a foreign government, foreign political party, or other foreign principal

Yes ☐ No ☒

Financed by a foreign government, foreign political party, or other foreign principal

Yes ☐ No ☒

Subsidized in part by a foreign government, foreign political party, or other foreign principal

Yes ☐ No ☒

9. Explain fully all items answered "Yes" in Item 8(b). *(If additional space is needed, a full insert page must be used.)*

NOT APPLICABLE

10. If the foreign principal is an organization and is not owned or controlled by a foreign government, foreign political party or other foreign principal, state who owns and controls it.

NOT APPLICABLE

Date of Exhibit A

4/9/09

Name and Title

ROBERT REHG, PRESIDENT, EDELMAN WASHINGTON

Signature

Robert Rehg

**INSTRUCTIONS:** A registrant must furnish as an Exhibit B copies of each written agreement and the terms and conditions of each oral agreement with his foreign principal, including all modifications of such agreements, or, where no contract exists, a full statement of all the circumstances by reason of which the registrant is acting as an agent of a foreign principal. One original and two legible photocopies of this form shall be filed for each foreign principal named in the registration statement and must be signed by or on behalf of the registrant.

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**Public Reporting Burden.** Public reporting burden for this collection of information is estimated to average .33 hours per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden to Chief, Registration Unit, Counterespionage Section, National Security Division, U.S. Department of Justice, Washington, DC 20530; and to the Office of Information and Regulatory Affairs, Office of Management and Budget, Washington, DC 20503.

1. Name of Registrant  
DANIEL J. EDELMAN

2. Registration No.  
3634

3. Name of Foreign Principal  
GOVERNMENT OF TURKEY

Check Appropriate Boxes:

4. ☐ The agreement between the registrant and the above-named foreign principal is a formal written contract. If this box is checked, attach a copy of the contract to this exhibit.

5. ☒ There is no formal written contract between the registrant and the foreign principal. The agreement with the above-named foreign principal has resulted from an exchange of correspondence. If this box is checked, attach a copy of all pertinent correspondence, including a copy of any initial proposal which has been adopted by reference in such correspondence.

6. ☐ The agreement or understanding between the registrant and the foreign principal is the result of neither a formal written contract nor an exchange of correspondence between the parties. If this box is checked, give a complete description below of the terms and conditions of the oral agreement or understanding, its duration, the fees and expenses, if any, to be received.

7. Describe fully the nature and method of performance of the above indicated agreement or understanding.

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8. Describe fully the activities the registrant engages in or proposes to engage in on behalf of the above foreign principal.

MEDIA RELATIONS, INFLUENCER OUTREACH

9. Will the activities on behalf of the above foreign principal include political activities as defined in Section 1(o) of the Act and in the footnote below? Yes ☒ No ☐

If yes, describe all such political activities indicating, among other things, the relations, interests or policies to be influenced together with the means to be employed to achieve this purpose.

MEDIA RELATIONS/INFLUENCER OUTREACH FOR THE GOVERNMENT OF TURKEY FOR THE FURTHERANCE OF US-TURKEY RELATIONS.

Date of Exhibit B 4/9/09	Name and Title ROBERT REHG, PRESIDENT, EDELMAN WASHINGTON	Signature 
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Footnote: Political activity as defined in Section 1(o) of the Act means any activity which the person engaging in believes will, or that the person intends to, in any way influence any agency or official of the Government of the United States or any section of the public within the United States with reference to formulating, adopting, or changing the domestic or foreign policies of the United States or with reference to the political or public interests, policies, or relations of a government of a foreign country or a foreign political party.

## Segall, Peter

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**From:** Ersin Erçin [ersin.ercin@mfa.gov.tr]  
**Sent:** Sunday, April 05, 2009 12:08 PM  
**To:** Segall, Peter  
**Cc:** Haydar Berk  
**Subject:** RE: Authorization to proceed

Edelman's Project OPTION D as amended by the Turkish Ministry of Foreign Affairs has been approved. Agreed overall cost of the amended OPTION D including Edelman fees and expenses is USD:117000.

Ersin Erçin  
Deputy Director General of Americas  
Ministry of Foreign Affairs  
Republic of Turkey

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**From:** Segall, Peter [mailto:Peter.Segall@edelman.com]  
**Sent:** Saturday, April 04, 2009 12:13 AM  
**To:** Ersin Erçin  
**Cc:** Sullivan, Jere; Hartt, Michael; Hayes, Chris  
**Subject:** Authorization to proceed  
**Importance:** High

Ersin,

The email below is a method we use to secure formal agreement to begin providing services in advance of a written agreement. If all is fine, could you (or the Designated Representative) please reply to this email, indicate "approved" and name/title. Many thanks.

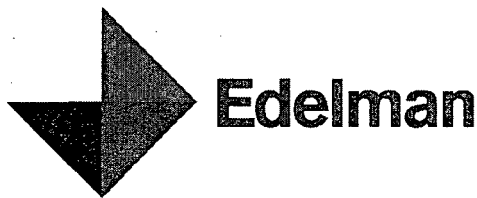
It is Edelman's policy to document in contractual form the terms under which it accepts client assignments so there will be no misunderstandings at a later date. Recognizing, however, that final agreement on the letter of intent and full contract can be delayed for various reasons, we ask you or another authorized representative of The Republic of Turkey ("Client") to reply to this email (i) authorizing us to commence work on your behalf effective April 4, 2009, for public relations services and (ii) agreeing to pay the amounts provided below no later than thirty (30) days after invoice date.

Edelman fees:  
Estimated expenses:  
Overall total including Edelman fees, and expenses : USD117,000

By replying to this email, you are confirming that you are authorized by The Republic of Turkey to engage and pay Edelman for the services requested.

Kind regards,  
J. Peter Segall  
Managing Director  
Edelman, Washington, D.C.

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## **Maximizing the Value for Turkey of President Obama's Visit**

### **PROPOSED PROGRAM ELEMENTS AND BUDGET OPTION D AS AMENDED**

#### **Overall Objective**

Provide after-the-fact perspective on President Obama's visit to Turkey that highlights the visit's success and recognizes Turkey's strategic importance in the region and its valued relationship with the United States.

#### **Target Markets**

- EU
- United States

#### **Program Support**

- One Edelman team member will travel to Turkey for a detailed de-briefing Weds.-Thurs. post-visit.

#### **Post-Obama Activity**

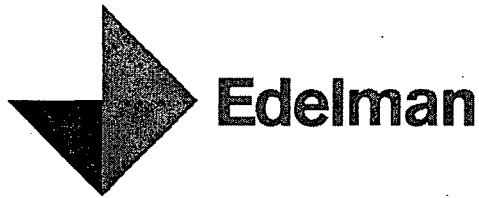
- Pursue selected interviews for President Gul and/or Foreign Minister Babacan in the week following President Obama's Tues. April 7 departure
  - Top-tier regional broadcast and/or media
- Perform media and online analysis of visit coverage in target markets; present top-line results at de-briefing
- Crystallize messages going forward and storylines to pursue with key publications and geographies

#### **Written Material**

- Following de-briefing, create one-page message document
- Partner with the Foreign Ministry to create a "*Significance of the Visit*" document to be distributed to media and third parties

#### **Media Relations**

- Following de-briefing in Turkey
  - Place op-eds signed by President Gul or, Foreign Minister Babacan
    - Op-eds to be drafted by Foreign Ministry staff with support from Edelman
    - Target major print outlets



- Identify and secure leading third-party foreign policy experts and opinion leaders to author or co-author opinion editorials;
- Pitch feature story in target markets regarding importance of President Obama's visit and Turkey's strategic importance
- Host print media roundtable briefings with international media correspondents in Turkey for the President;
- Coordinate Foreign Minister media tour (real or virtual) in the next two weeks to key European markets to continue the discussion on Turkey focusing on outlets in the United States and selected EU-member countries.

#### **Online Advocacy**

- Coordinate outreach and briefings to key foreign policy bloggers in national target markets

#### **Third Party Outreach**

- Identify, recruit and activate third party experts in major markets
- Organize "think tank" briefings/events in major markets

Total fees and expenses: USD\$ 117,000

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